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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-57 (GP-151-00-US)**

Applicant: **Jeremy BEM**

Serial No.: **10/674,888**

Filing Date: **September 30, 2003**

Title: **INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A
RELAXED MATCH**

Examiner: **Not yet assigned**

Group Art Unit: **3625**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicant respectfully requests that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicant reserves the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicant assumes that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

Accordingly, it is believed that no fee is due.

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, these references should be considered under 37 C.F.R. § 1.97(c).

Certification Under 37 C.F.R. § 1.97 (e)(1)

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from the U.S. PCT Receiving Office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

January 9, 2006



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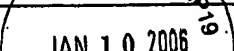
CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **January 9, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



John C. Pokotylo

36,242
Reg. No.

(modified PTO/SB/08A)				U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>						Application Number: 10/674,888 Filing Date: September 30, 2003 First Named Inventor: Jeremy Bem Group Art Unit: 3625 Examiner Name: Not yet assigned	
Sheet	1	of	1	Attorney Docket No.: Google-57 (GP-151-00-US)			

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Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.